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# Inside Information

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## RESEARCH TO BE SUBJECT OF '86 YEARBOOK

Agricultural research will be the subject of the 1986 Yearbook of Agriculture.

The decision was made by Secretary of Agriculture John R. Block, upon recommendation of Wilmer D. Mizell, Assistant Secretary for Governmental and Public Affairs. Mizell noted that the Yearbook Subject Review Committee had recommended agricultural research after considering several other proposals.

Draft chapter outlines are being considered by USDA's research information team. Editor is John J. Crowley.

Meanwhile, work on the 1985 Yearbook, "U.S. Agriculture In a Global Economy," is on schedule for mid-December publication. Larry B. Marton is editor of the 1985 Yearbook. Both Marton and Crowley are public affairs specialists in the Special Programs Division of USDA's Office of Information.

## FNS REGIONAL OFFICERS TO MEET

Directors of the seven regional public information offices of the Food and Nutrition Service, USDA, will gather Aug. 27-28 in Cincinnati to discuss the agency's objectives for 1986 and to meet with agency administrator Robert E. Leard and all the regional administrators.

The meeting, first in a year, will be at the Omni Netherland Plaza Hotel. Jim Lafferty, chief of the News Division of USDA's Office of Information will discuss media liaison with the group.

Coordinator is Maria J. Falcone, director of the Office of Governmental Affairs and Public Information for FNS.



## USDA'S OI ADVANCES OFFICIALS

To help USDA officials make maximum use of their travel time, the News Division of the Department's Office of Information has stepped up its efforts to make those officials available to media in the visited areas.

For instance, when the Division learned that Assistant Secretary Robert Thompson was to appear at the annual convention of the National Governors Association Aug. 4, Marci Hilt of the Division worked with conference press people to alert local media that Thompson was available for interviews.

Similarly, when Nancy Foster, deputy director of the Office of Public Liaison, scheduled the annual meeting of the National Conference of State Legislatures, Division staff again notified local media.

In both cases, media response was encouraging, reports Jim Lafferty, Division chief.

"When we find that a Department official is going on the road," Lafferty explained, "we ask them if they have time to talk to media. If they do, then we call electronic media assignment editors and producers and print editors, offering them an opportunity to meet our people. They're usually enthusiastic about the opportunity."

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## DIRECTORY AVAILABLE

"The 1984-85 Public Information Contact Directory," published by the American Association for the Advancement of Science (AAAS) lists information contacts at some 400 institutions where scientific research is conducted.

Listed by section are contacts at colleges and universities; foundations; government agencies; laboratories; museums; nonprofit and industrial research institutions, and scientific and related organizations.

To obtain a copy, send \$8 to: AAAS Office of Communications, 1776 Massachusetts Ave., N.W., Room 601, Washington, D.C. 20036.

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## FAS LOSES WRITER TO NEW MAGAZINE

Bob Deigh, who has been a reporter and part-time editor for "Foreign Agriculture," published by USDA's Foreign Agricultural Service, leaves Aug. 23 to become a general assignment reporter for the new national magazine "Insight", owned by The Washington Times.

The magazine is expected to begin publication in mid-September, separately from the newspaper.

Deigh has been with FAS 3 years. He obtained his master's degree in public relations in May from American University and his bachelor's degree in journalism at Virginia Commonwealth University in 1977.

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## NEW YORKER JOINS ES-USDA

David Dik, assistant director of Extension at Cornell University, joined Extension Service in USDA for a year beginning Aug. 1, under the Intergovernmental Personnel Act.

Stationed in Washington, D.C., he will be working in electronic technology, especially as it applies to communication.

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## REGIONAL MEETINGS ACCOMPLISH PURPOSE

Regional conferences for food safety and nutrition editors were developed to establish USDA and Food and Drug Administration as solid sources of information and have succeeded in that, Jim Lafferty, chief of the News Division of USDA's Office of Information, told the Department's Public Affairs Council Aug. 6.

Lafferty said he had received eight phone inquiries from Dallas after a regional conference there June 27-28, and three following the conference in San Francisco, July 25-26.

The conferences provide USDA and FDA information on current food and nutrition topics, describe the kind of information that can be obtained from the agencies, and how best to obtain it, Lafferty explained.

The next such conference is August 22-23 in Chicago. After that, conferences are planned for Atlanta, September 19-20, and New York City, Oct. 31-November 1.

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## HUGHES HAS SEEN THE FUTURE

Vincent Hughes, visual information specialist and manager of computer graphics in the Design Division of USDA's Office of Information has seen the future in computer graphics--in San Francisco--and he likes it.

"It's amazing the amount of computer animation that is underway," reported Hughes, who attended the 1985 conference for the special interest group on computer graphics (SIGGRAPH) of the Association of Computing Machinery in San Francisco.

Hughes saw screenings of computer-generated animation in which DNA molecules were assembled, "human" characters moved about, and water flowed--all from programs rather than hand-drawn.

So far, such computerized animation has been confined to advertising, Hughes said, because it has been so expensive, but the prices are coming down. Software for personal computers has been developed which can produce some rather high-resolution animation, he noted.

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## LOUISIANA ANNOUNCES VACANCY

Application deadline is Aug. 29 for the position of Assistant/Associate Communications Specialist (writer/editor) at Louisiana State University in Baton Rouge.

A master's degree and skills in both writing and photography are required. Contact: Office of Personnel Procurement, Cooperative Extension Service, Knapp Hall, University Station, Baton Rouge, LA 70803. Telephone: (504) 388-6902.

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## WINROCK SEEKS EDITOR

Winrock International is looking for a technical editor to edit, rewrite manuscripts, prepare institutional resumes, and help with the annual report. Deadline for applications is Sept. 15.

Send letter, resume, and three references to: Personnel Officer, Winrock International, Petit Jean Mountain, Morrilton, AR 72110. Phone (501) 727-5435.

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## BLOCK BUSY WITH PHONE PRESS CONFERENCES

USDA's Office of Information has been busy setting up regional telephone press conferences for Agriculture Secretary John R. Block, who remains in Washington, D.C. while queries are transmitted electronically from several States.

On Aug. 6, a mix of farm broadcasters and daily newspaper farm reporters interviewed the Secretary on dairy legislation for about 40 minutes at each of three conferences.

The morning conference included reporters and broadcasters from the Southeast. A Virginia Congressman participated in the conference from Roanoke.

At noon, Western and Southwestern media representatives interviewed the Secretary. In mid-afternoon, media from the Northeast and Upper Midwest formed a conference. A United States Senator from the Midwest was tied into the conference from New York, where he was visiting.

The next day, the Secretary fielded questions on farm legislation in general from major farm magazine editors.

Another set of regional conferences is set for Aug. 20, when the topic will be commodities. Media will be represented from the Southwest, the Delta area, the Corn Belt, and the Upper Midwest and Northwest.

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## AG IN CLASSROOM SEEKS SOURCES

USDA's Ag in the Classroom program is updating its resource guide to educational materials about agriculture and wonders if its list is complete.

The guide describes several hundred sources of information materials, including print and film materials, that can be used by teachers in their K-12 classrooms.

Developed in 1983 by Sally Katt, USDA's education coordinator, who is a public affairs specialist in the Special Programs Division of USDA's Office of Information, the existing guide has been distributed to more than 30,000 teachers. The new one is scheduled off press in early 1986.

Those who know of material that might be included may contact the Ag in the Classroom director, Shirley Traxler in Room 232-W, USDA. Her telephone number is (202) 447-5727.

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## HISPANIC INFORMATION AVAILABLE

With Hispanic Heritage Week coming up (the week of Sept. 16), Phil Villa-Lobos, public affairs specialist in the News Division of USDA's Office of Information, is making available an article containing several facts about the role of Hispanics in American agriculture.

Copies may be obtained by writing Villa-Lobos at Room 405-A, Office of Information, USDA, Washington, D.C. 20250.

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, state departments of agriculture and land grant universities. Any items, comments and inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250 or to AG009 mailbox on the Dialcom system, or call (202) 447-7454.

